

STYRIA: international



One of the strongest and among the oldest media groups in Europe, Styria Media Group entered Croatian market in 2001 when group bought Croatia's oldest daily newspaper Večernji list.

In years to come, **Styria Croatia** launched several major projects and today it has 2 most selling daily newspapers (Večernji list and 24sata), first business daily newspapers (Poslovni dnevnik), a weekly magazine (24sata Express), online portals (24sata.hr, vecernji.hr, poslovni.hr, zdravakrava.hr, pametnakuna.hr, budi-in.hr,...) , the most successful small ad platform (njuskalo.hr), a news photo agency (Pixsell), a creative agency (RedPoint), first news television (24sata TV) etc.

Večernji list

Founded back in 1959, today Večernji list is a symbol of daily newspaper in Croatia.

In times of dynamic developments, reader is happy to be able to rely on an objective, manifold, interesting and colorful information source like „Večernjak“. Readers reward this not only with affection, but also with loyalty: For the „Večernjak“ many happily accept the way to the newsstand and there resist the lure of a strong competition. Yet another characteristic underlines the significance of „Večernji list“: For thousands of Croatians who live and work in Europe, the USA or Australia it is a daily reading-bridge back home.

24sata

Only three years after the business was founded, 24sata has become the leading Croatian daily newspaper (measured by the number of readers and number of sold copies). To take the step forward in being the true multimedia company, 24sata started numerous projects in digital business and television. 24sata television is the first news television in Croatia and website 24sata.hr continues to win over the public and critics with its design and content. 24sata has also developed websites like zdravakrava.hr, pametnakuna.hr and budi.in which number of registered users grows daily.

Poslovni dnevnik

The source of the most important economic news for executive personnel in business and politics in Croatia is called “Poslovni dnevnik“. Published since March 2004 on five days a week, the main topics of the paper are the developments on the markets, the current economic occurrences, important international events as well as naturally everything that is connected with the development of the Croatian economy. Poslovni dnevnik also each Monday provides The New York Times in Croatian. Thus, Poslovni dnevnik joined the global elite-network of the most distinguished and high-quality newspapers that publish the supplement of The New York Times, International Weekly.